1996 TRIGGERS & OBJECTIVES

	1ST HALF 1996 TRIGGER	2ND HALF 1996 TRIGGER	FULL YEAR OBJECTIVES BASED ON 1996 OB SHIPMENTS	FULL YEAR OBJECTIVES BASED ON 1996 2RF SHIPMENTS	FULL YEAR OBJECTIVES 2RF INDEPENDENT OF SHIPMENTS	OBJ. DIFF VS. FULL YEAR 1995 BASED ON 1996 OB SHIPMENTS	OBJ. DIFF VS. FULL YEAR 1995 BASED ON 1996 2RF SHIPMENTS	OBJ. DIFF VS. FULL YEAR 1995 2RF INDEPENDENT OF SHIPMENTS
Share of Market								
Philip Morris USA	47.8	48.5	48.3	48.5	49.0	1.0	1.2	1.7
Marlboro	31.3	32.2	32.0	32.2	32.7	1.3	1.5	2.0
Premium Category	72.1	72.8	72.8	72.8	73.1	1.5	1.5	1.8
Basic Less GPC	-0.3	-0.3						
Basic Less Doral	-0.3	-0.3						
Share of Segment								
PM-USA Share of Premium	56.0	56.8	56.4	56.8	57.2	0.8	1.2	1.6
PM-USA Share of Prem Increment	66.7	66.7						
Basic Share of Discount	16.4	17.2	17.0	17.2	17.6	1.2	1.4	1.8
Share of Young Adults								
Marlboro Smoker Share	62.0	62.0						
Marlboro Volumetric Share	61.5	61.5						
Price Gaps								
Marlboro Less Lowest	$0.65	$0.65						
Price Promotion Incidence								
Premium Promo Index	100	100						
Discount Promo Index	100	100						

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